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February 11, 2008

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FCC Mail Room

Marlene H. Dortch, Secretary
Office of the Secretary
Federal Communications Commission
445 12th Street, SW
Suite TW-A325
Washington, D.C. 20554

RE: EB Docket No. 06-36
Annual CPNI Certification for Year 2007

Dear Ms. Dortch:

In accordance with Public Notice DA 08-171, issued on January 29, 2008, attached is the annual CPNI certification filing for the year of 2007 for Pierce Telephone Co., Inc.

Sincerely,

Mary J Fogle
President

Attachment

cc: Federal Communications Commission (*two copies*)
Enforcement Bureau
Telecommunications Consumers Division
445 12th Street, SW
Washington, D.C. 20554

Best Copy and Printing, Inc. (*one copy*)
445 12th Street
Suite CY-B402
Washington, D.C. 20554

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Annual 47 C.F.R. § 64.2009(e) CPNI Certification

EB Docket 06-36

Annual 64.2009(e) CPNI Certification for 2007

Date filed: February 11, 2008

Name of company covered by this certification: Pierce Telephone Co., Inc.

Form 499 Filer ID: 807111

Name of signatory: Mary Jane Fogle

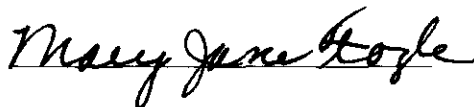
Title of signatory: President

I, Mary Jane Fogle, certify that I am an officer of the company named above, and acting as an agent of the company, that I have personal knowledge that the company has established operating procedures that are adequate to ensure compliance with the Commission's CPNI rules. *See 47 C.F.R. § 64.2001 et seq.*

Attached to this certification is an accompanying statement explaining how the company's procedures ensure that the company is in compliance with the requirements set forth in section 64.2001 *et seq.* of the Commission's rules.

The company has not taken any actions (proceedings instituted or petitions filed by a company at either state commissions, the court system, or at the Commission) against data brokers in the past year.

The company has not received any customer complaints in the past year concerning the unauthorized release of CPNI.

Signed 

ATTACHMENT



Customer Proprietary Network Information (CPNI)
Established Operating Procedures for Compliance with CPNI Rules
for Pierce Telephone Co., Inc.

Pierce Telephone Company has implemented the following procedures to ensure that it is compliant with Part 64 of Title 47 of the Code of Federal Regulations, Subpart U – Customer Proprietary Network Information (CPNI), § 64.2001 through § 64.2011.

Compliance Officer:

The Company has appointed a CPNI Compliance Officer. The Compliance Officer is responsible for ensuring that the Company is in compliance with all of the CPNI rules. The Compliance Officer is also the point of contact for anyone (internally or externally) with questions about CPNI.

Employee Training:

The Compliance Officer arranges for the training of all employees on an annual basis, and more frequently as needed. Any new employee is trained when hired by the Company. The training includes, but is not limited to, when employees are and are not authorized to use CPNI, and the authentication methods the company is using. The detail of the training can differ based on whether or not the employee has access to CPNI.

After the training, all employees are required to sign a certification that they have received training on the CPNI rules, that they understand the Company's procedures for protecting CPNI and they understand the Company's disciplinary process for improper use of CPNI. Each employee is informed as to where the company's CPNI manual, rules, and information regarding which customers have opted-out is located.

Employees are instructed that if they ever have any questions regarding the use of CPNI, or if they are aware of CPNI being used improperly by anyone, they should contact the Compliance Officer immediately.

Disciplinary Process

The Company has established a specific disciplinary process for improper use of CPNI. An Employee who violates and improperly uses any CPNI information will correct the problem with the customer personally. As stated in the employee handbook, disciplinary action may call for any of four steps – verbal warning, written warning, suspension with or without pay, or termination of employment—depending on the severity of the problem and the number of occurrences.

The disciplinary process is reviewed with all employees and they understand and sign a certification that they understand the consequences.

A copy of the Company's disciplinary process is in each employee handbook.

Customer Notification and Request for Approval to Use CPNI

The Company has provided notification to its customers of their CPNI rights and has asked for the customer's approval to use CPNI via the opt-out method. A copy of the notification is also attached to the application for all new customers that sign up for service. Company will retain CPNI notifications on file.

Those Customers who choose to opt-out have their account records flagged with an opt-out status and is prominently displayed as soon as the customer's account is accessed so that employees can readily identify customers that have restricted the use of their CPNI.

For the customers that have opted-out and said the Company cannot use their CPNI, that decision will remain valid until the customer changes it. The Company retains those opt-out records on file until revoked.

The Company sends the opt-out notice every two years to those customers that have not previously opted out.

The Company will not provide CPNI to any third party.

The Company will provide written notice within five business days to the FCC of any instance where the opt-out mechanisms do not work properly, to such a degree that consumers' inability to opt-out is more than an anomaly.

Marketing Campaigns

If the Company uses CPNI for any marketing campaign, the Compliance Officer will review the campaign and all materials to ensure that it is in compliance with the CPNI rules.

The Company has a process and will maintain a record of any marketing campaign of its own, or its affiliates, which uses customers' CPNI.

Customers will still receive monthly bill inserts, quarterly newsletters, and other publications that are sent to all customers at the same time.

Authentication

The Company does not disclose any CPNI until the customer has been appropriately authenticated as follows:

In-office visit - the customer must provide a valid photo ID matching the customer's account information.

Customer-initiated call – the customer is authenticated by providing an answer to a pre-established question and must be listed as a contact on the account.

If the customer wants to discuss call detail information that requires a password, the following guidelines are followed:

- If the customer can provide all of the call detail information (telephone number called, when it was called, and the amount of the call) necessary to address the customer's issue, the Company will continue with its routine customer care procedures.
- If the customer cannot provide all of the call detail information to address the customer's issue, the Company will: (1) call the customer back at the telephone number of record, (2) send the information to the address of record, or (3) ask the customer to come into the office and provide a valid photo ID.

Notification of Account Changes

The Company promptly notifies customers whenever a change is made to any of the following:

- Password.
- Address of record

The notification to the customer will be made either by a Company-originated call or voicemail to the telephone number of record or sent to the postal address of record.

The company tracks when a notification is required by reviewing the individual service orders prior to updating the account. It is documented on the service order as to how the notification is made.

Notification of Breaches

Employees will immediately notify the Compliance Officer of any indication of a breach. If it is determined that a breach has occurred, the Compliance Officer will do the following:

- Notify the United States Secret Service (USSS) and the Federal Bureau of Investigation (FBI) as soon as practicable, but in no event later than 7 business days after determination of the breach. The notification will be via the FCC link at <http://www.fcc.gov/eb/cpni>.
- Notify customers only after 7 full business days have passed since notification to the USSS and the FBI, unless the USSS or FBI has requested an extension.
- If there is an urgent need to notify affected customers or the public sooner to avoid immediate and irreparable harm, it will be done only after consultation with the relevant investigating agency.
- Maintain a record of the breach, the notifications made to the USSS and FBI, and the notifications made to customers. The record should include dates of discovery and notification, a detailed description of the CPNI that was the subject of the breach, and the circumstances of the breach.

- Include a summary of the breach in the annual compliance certificate filed with the FCC.

Annual Certification

The Compliance Officer will file a Compliance Certification with the FCC by March 1 of each year, for data pertaining to the previous calendar year.

Record Retention

The Company retains all information regarding CPNI in a CPNI file in the Compliance Officer's office. Following is the minimum retention period we have established for specific items:

- CPNI notification – two years
- Records of approval (Opt-out) – until revoked
- Marketing campaigns – two years
- Breaches – two years
- Annual certification – five years
- Employee training certification -- two years
- All other information – two years